CONSUMER
FEDERATION OF AMERICA
AND THE GROCERY
MANUFACTURERS
ASSOCIATION PRESENT THE

33RD ANNUAL
NATIONAL FOOD POLICY CONFERENCE

Improving Child Nutrition and Health: New Challenges and Opportunities

SEPTEMBER 22 & 23 • RENAISSANCE HOTEL • WASHINGTON, DC
WEDNESDAY, SEPTEMBER 22, 2010

10:00 a.m. Welcome (Grand Ballroom North)

Speaker: Christopher Waldrop, Director, Food Policy Institute
Consumer Federation of America

10:30 a.m. Keynote Address (Grand Ballroom North)

Speaker: Samuel D. Kass, Senior Policy Advisor, Healthy Food Initiatives
The White House

11:00 a.m. Facilitated Discussion (Grand Ballroom North)
Assuring Sustainability in Child Nutrition and Health Programs

12:15 p.m. Lunch (Grand Ballroom Central)

Keynote Address

2:00 p.m. Facilitated Discussion (Grand Ballroom North)
The Next Generation of Food Labels

Moderator: Ellen Bloom, Senior Director, Federal Affairs
Consumers Union

Panelists:
Marianne Smith Edge, Vice President, Nutrition and Food Safety
International Food Information Council
Scott Faber, Vice President, Federal Affairs
Grocery Manufacturers Association
Agnieszka Jarmula, Special Advisor
Food Safety, Health & Consumer Affairs
Delegation of the European Commission
Jessica Leighton, Senior Science Advisor
Food and Drug Administration
Bruce Silverglade, Director of Legal Affairs
Center for Science in the Public Interest

3:15 p.m. Break (Grand Ballroom North Foyer)
Sponsored by the Robert Wood Johnson Foundation
Center to Prevent Childhood Obesity

3:30 p.m. Keynote Address (Grand Ballroom North)

Speaker: Joe W. Thompson, Director
The Robert Wood Johnson Foundation Center to Prevent Childhood Obesity
Surgeon General, State of Arkansas
Panel Breakouts

Panel 1: *Measuring Progress on Improving Child Nutrition and Health* (Congressional A)

**Moderator:** Mary Christ-Erwin  
Executive Vice President, Porter Novelli

**Panelists:**  
Patricia B. Crawford, Codirector, Center for Weight and Health  
School of Public Health, University of California, Berkeley  
Robin McKinnon, Health Policy Specialist  
Risk Factor Monitoring and Methods Branch, National Cancer Institute

Panel 2: *Meeting the HealthierUS School Challenge* (Congressional B)

**Panelists:**  
Marla R. Caplon, Director  
Division of Food and Nutrition Services  
Montgomery County Public Schools  
Kymm S. Mutch, Administrator, School Nutrition Services  
Milwaukee Public Schools  
Cindy Long, Director, Child Nutrition Division  
Food and Nutrition Service  
Department of Agriculture  
Margie Saidel, Vice President, Nutrition, Sustainability, Community  
Chartwells School Dining Services

Panel 3: *It's a SNAP! New Opportunities in the Supplemental Nutrition Assistance Program* (Congressional C)

**Moderator:** Julian Baer, Director, Nutrition Affairs  
FoodMinds, LLC

**Panelists:**  
David Burr, Director, Supplemental Nutrition Assistance Program  
Food and Nutrition Service  
Department of Agriculture  
Kenneth Hanson, Agricultural Economist  
Economic Research Service  
Department of Agriculture  
Jennifer Hatcher, Senior Director, Government Relations  
Food Marketing Institute  
Matthew Marsom, Director, Public Policy  
Public Health Institute

5:15 p.m.  
End
THURSDAY, SEPTEMBER 23, 2010

7:30 a.m.  Continental Breakfast (Grand Ballroom North Foyer)
8:30 a.m.  Welcome (Grand Ballroom North)

Speaker: Christopher Waldrop, Director, Food Policy Institute
Consumer Federation of America

9:00 a.m.  Keynote Address (Grand Ballroom North)

9:30 a.m.  Panel Breakouts

Panel 1: Making Healthier Food Products
(Congressional A)

Moderator: Susan T. Borra, Managing Director, Nutrition, Food & Wellness
Edelman

Panelists: Jennifer A. Weber, Manager of Policy
Office of Child Health Policy and Advocacy, Nemours
Representative from the food industry
Representative from a market research company

Panel 2: Food Marketing to Children
(Congressional B)

Moderator: Tracy Fox, President
Food, Nutrition & Policy Consultants, LLC

Panelists: Elaine D. Kolish, Vice President & Director
Children’s Food and Beverage Advertising Initiative
Council of Better Business Bureaus

David C. Vladeck, Director, Bureau of Consumer Protection
Federal Trade Commission

Margo G. Wootan, Director, Nutrition Policy
Center for Science in the Public Interest

Marc Zand, Executive Vice President, Digital Networks & Business Affairs
ION Media Networks

Continued on following panel
Panel 3: Assuring Healthy Environments for Low-Income Children (Congressional C)

Moderator: Courtney Brein, Food Safety and Nutrition Fellow
National Consumers League

Panelists: Anne Alonzo, Vice President of Global Public Policy
Kraft Foods

Steven Carlson, Director, Office of Research and Analysis
Food and Nutrition Service
Department of Agriculture

Rebecca Flournoy, Associate Director
Policy Link

Laura Ojeda, Deputy Director
Leadership for Healthy Communities

10:45 a.m. Break

11:00 a.m. Keynote Address (Grand Ballroom North)

Speaker: Elisabeth A. Hagen, Under Secretary for Food Safety
Department of Agriculture

11:30 a.m. Facilitated Discussion (Grand Ballroom North)
The Application of the New Dietary Guidelines

Moderator: Sally Squires, Director, Health and Wellness
Powell Tate/Weber Shandwick

Panelists: Lorelei DiSogra, Vice President, Nutrition and Health
United Fresh Produce Association

Kathryn Y. McMurry, Senior Nutrition Advisor
Office of Disease Prevention and Health Promotion
Department of Health and Human Services

Melissa Musiker, Senior Manager, Science Policy, Nutrition and Health
Grocery Manufacturers Association

Kimberly F. Stitzel, Director, Nutrition and Obesity
American Heart Association

12:45 p.m. End
The National Food Policy Conference is held in cooperation with the Grocery Manufacturers Association.

Consumer Federation of America thanks the following additional financial supporters.

**Promotional Support**
- Powell Tate Food Issues Practice

**Underwriters and Benefactors**
- Cargill, Inc.
- General Mills, Inc.
- Kraft Foods, Inc.
- Robert Wood Johnson Foundation Center to Prevent Childhood Obesity

**Patrons and Sponsors**
- Akin Gump Strauss Hauer & Feld LLP
- Edelman
- FoodMinds LLC
- Hogan Lovells LLP
- Hormel Foods Corporation
- International Dairy Foods Association
- International Food Information Council
- Mars, Inc.
- National Turkey Federation
- National Yogurt Association
- Olsson Frank Weeda Terman Bode Matz PC
- Patton Boggs LLP
- Pioneer Hi-Bred International, Inc.
- Produce Marketing Association
- Tyson Foods, Inc.
- Watson/Mulhern Communications and Public Affairs